

Message Text

LIMITED OFFICIAL USE

PAGE 01 BUCHAR 02024 111114Z

43

ACTION EUR-25

INFO OCT-01 ISO-00 CU-04 DRC-01 RSC-01 /032 W

----- 120616

R 110933Z MAY 74

FM AMEMBASSY BUCHAREST

TO USIA WASHDC

INFO SECSTATE WASHDC 8703

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY WARSAW

AMEMBASSY BUDAPEST

LIMITED OFFICIAL USE BUCHAREST 2024

USIA FOR IEE/SHIRLEY AND IMV/SCOTT FROM AMBASSADOR

E.O. 11652: N/A

TAGS: SCUL RO

SUBJ: EMBASSY-SPONSORED FILM "PREMIERES"

1. AS AGENCY AND DEPARTMENT AWARE, U.S. COMMERCIAL FILM MATERIAL HAS VIRTUALLY UNIQUE RELEVANCE AND PUBLIC AFFAIRS POTENTIAL IN MOST COMMUNIST SOCIETIES WHERE ACCESS TO WESTERN CULTURAL INFLUENCE IS SEVERELY RESTRICTED AND WHERE U.S. FILM IMPORTS, WHEN AVAILABLE, ARE OFTEN DESIGNED TO POINT UP, EVEN DISTORT IMPERFECTIONS OF "CAPITALIST SYSTEM." MOREOVER, IN ROMANIA, AS IN SOME OTHER COUNTRIES IN EASTERN EUROPEAN AREA, KEY MEMBERS OF PRIME CONTACT GROUPS GENERALLY ENJOY FILMS AS A MEDIUM AND CAN BE ATTRACTED WITH LESS DIFFICULTY WHEN THIS IS THE OSTENSIBLE SUBJECT ON INVITATION THAN MAY BE THE CASE FOR OTHER OCCASIONS.

2. RECOGNITION OF THESE FACTORS HAS PROMPTED ME TO EXAMINE WAYS IN WHICH THE EMBASSY MIGHT EXPLOIT SUCH POTENTIAL, PERHAPS ON A REGIONAL BASIS. MY CONSULTATIONS WITH MPAA PRESIDENT VALENTI AND USIA/IMV PERSONNEL IN WASHINGTON SOME MONTHS AGO ENCOURAGED ME TO BELIEVE THAT THEY TOO FULLY AWARE OF UNUSUAL PUBLIC AFFAIRS POSSIBILITIES INHERENT IN USE OF "FIRST-RUN" FILM HERE AND THAT

LIMITED OFFICIAL USE

PAGE 02 BUCHAR 02024 111114Z

THEY MIGHT BE IN A POSITION TO ASSIST OUR EFFORTS. I NOTE WITH

SPECIAL GRATITUDE IN THIS CONNECTION THE SYMPATHETIC ATTENTION WHICH IEE IS ALSO ACCORDING THIS SAME SUBJECT.

3. WITH THE ABOVE IN MIND, I RECENTLY CONTACTED EACH OF MY COLLEAGUES AT ADDRESSEE POSTS IN ORDER TO OBTAIN THEIR VIEWS ON HOW WE MIGHT BEST PROCEED. WITH THE EXCEPTION OF WARSAW, WHOSE PUBLIC AFFAIRS NEEDS ARE DIFFERENT FROM ROMANIA'S AND WHERE FILM MATERIAL IS ALREADY IN ADEQUATE SUPPLY, ALL OF THESE POSTS INDICATED THEIR SUPPORT FOR SPECIALLY ACQUIRED LOAN-PRINTS OF RECENTLY RELEASED U.S. FEATURE-LENGTH MOVIES TO BE USED IN HIGH-LEVEL INVITATIONAL SHOWINGS ON EMBASSY PREMISES (WALTER STOESSEL'S ENDORSEMENT OF THIS GENERAL IDEA WAS PARTICULARLY STRONG). THESE VIEWS, IN TURN, HELPED ME TO FORMULATE THE FOLLOWING SPECIFIC PROPOSALS WHICH I MAKE OF COURSE WITH BUCHAREST IN MIND BUT WITH THE IDEA THAT TO SIGNIFICANT EXTENT IT COULD BE APPLICABLE TO OTHER POSTS.

4. I WOULD LIKE TO OBTAIN A CERTAIN NUMBER OF RECENTLY RE-LEASED (I.E., NO MORE THAN ONE-YEAR OLD) FEATURE PRINTS FOR "PREMIERE" SHOWINGS ON EMBASSY PREMISES. HOPEFULLY, SOME OR ALL OF THESE SAME PRINTS MIGHT BE "BICYSLED" AMONG OTHER INTERESTS POSTS IN EASTERN EUROPE FOR SIMILAR PURPOSES. (WHILE 35-MM VERSIONS WOULD BE PREFERRED IN ROMANIA, SOME OTHER POSTS - SOFIA AND BUDAPEST, FOR EXAMPLE - DO NOT HAVE 35-MM PROJECTION EQUIPMENT AND WOULD THEREFORE NEED 16-MM PRINTS IF AVAILABLE). I RECOGNIZE, OF COURSE, THAT SUPPLY OF SUCH PRINTS IS ALWAYS LIMITED BUT FEEL THAT A REQUEST FOR, SAY, FOUR OR FIVE FEATURES PER YEAR WOULD NOT BE EXCESSIVE. I RECOGNIZE, TOO, THE COMMERCIAL CONSIDERATIONS WHICH HAVE PRECLUDED REQUESTS OF THIS KIND IN THE PAST BUT WOULD EMPHASIZE THAT "DIMUNUTION OF MARKET" IS NOT A PRACTICAL CONSIDERATION HERE AND THAT AUDIENCES FOR SUCH "PREMIERE" PRESENTATIONS WOULD NOT BE PUBLIC-AT-LARGE BUT RELATIVELY SMALL, HIGH-LEVEL GROUPS OF INFLUENTIAL CONTACTS PERSONALLY INVITED BY AMBASSADOR.

5. AS TO CHOICE OF FILM SUBJECTS, I WOULD WELCOME GUIDANCE FROM AGENCY AND BELIEVE THAT THE LIST OF SPECIFIC TITLES CONTAINED IN THE SCOTT-SHIRLEY MEMO OF FEBRUARY 11 PROVIDES EXCELLENT BASIS FOR SELECTION. I WOULD, OF COURSE, HAVE COMPLEMENTARY TITLE SUGGESTIONS OF MY OWN DRAWN FROM IN-HOUSE REVIEW OF CURRENT LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 BUCAR 02024 111114Z

FILM CRITICISM AND DEVELOPMENTS IN THE INDUSTRY ITSELF.

6. I WOULD BE GRATEFUL FOR AN EARLY RESPONSE TO THE ABOVE PROPOSAL WHICH WOULD CONTAIN ANSWERS TO THE FOLLOWING SPECIFIC QUESTIONS: CAN THE MPAA ASSIST US IN THIS PROJECT, AND IF SO, HOW SOON? MY IMPRESSION FROM MY CONVERSATION WITH JACK VALENTI IS THAT FINANCES WOULD BE A POSSIBLE STUMBLING BLOCK. SHOULD THE MPAA BE UNABLE OR UNWILLING TO HELP IN THE ACQUISITION OF

SUIPABLE PRINTS ON A LOAN-BASIS, WILL THE AGENCY HAVE ANY
OBJECTION TO THE EMBASSY INDEPENDENTLY CONTACTING INDIVIDUAL
DISTRIBUTORS IN EUROPE, AND PERHAPS OTHER POINTS FOR THIS
PURPOSE? WHATEVER THE EVENTUAL SOURCE OF SUCH ASSISTANCE,
AND WITHOUT OF COURSE COMMITTING ANY OF THE OTHER ADDRESSEE POSTS TO
THIS KIND OF INVESTMENT, EMBASSY BUCHAREST WILL BE WILLING
TO CONTRIBUTE AN EQUITABLE SHARE OF ITS OWN BUDGETARY RESOURCES
TOWARD DEFRAID OF ANY EXPENSES INVOLVED.
BARNES

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FILMS, CULTURAL PRESENTATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 11 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUCHAR02024
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740116-0250
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740555/aaaabwww.tel
Line Count: 124
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 16 MAY 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 MAY 2002 by rowelle0>; APPROVED <13 JUN 2002 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EMBASSY-SPONSORED FILM "PREMIERES"
TAGS: SCUL, RO
To: USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005